



COLOUR
HARMONY
IN THE HOME



WITH FELTEX

The Floor as the basis of your colour scheme

A FOREWORD BY THE FELTEX EXPERT IN INTERIOR DECORATION

THE most vital force in interior decoration to-day is colour. If you are a little uncertain of your own ability to handle new colour combinations, then seek inspiration from a favourite piece of china, a picture, a piece of embroidery. Having assembled the colours, distribute them, guided by this professional decorator's "Rule of Three," which allots colour in the following degrees of importance:—

1. The basis, or floor covering colour.
2. The secondary colour, introduced in curtains, upholstery.
3. The accent colour, featured in such accessories as cushions, lamp bases, ornaments, flower vases, cigarette boxes, etc.

The floor covering, occupying the greatest amount of colour area, demands first consideration. From it will evolve the entire colour scheme, down to the minutest detail of choice of book ends and

lamp shades. If the floor is wrong, the whole room is wrong, and nothing can put it right. So remember, the point from which you will start your decorative scheme, must at all times be the floor.

Most helpful in the handling of modern colour is the rule of contrast. An all-pastel room will lack something of the character and distinction of a room where the colour balance is more evenly held.

A dark floor demands pastel upholstery and curtains, and is the perfect background for lacquered furniture and modern waxed woods. The rule of opposites calls for highly polished woods and a more formalised curtain arrangement to lend dignity to a light floor covering.

Maple, walnut, mahogany and cedar are shown off to the greatest advantage by pastel greens, blues, maizes, and violets. Blonde and lacquered pieces against burgundys, dark blues, dark greens, and terracotta.

THE FLOOR, THEN, IS YOUR FIRST CONSIDERATION, the very foundation of your decorative plans, and it would be hard indeed to find any floor covering more pleasing, more modern, more completely lending itself to the creation of beauty in the home, than Feltex. Feltex is available in both plain and two-tone marbled effects, and there are thirty-seven exquisite shades in the Feltex pattern range. The choice of a basic colour for each and every room in the home is thus made

Below are two highly successful "Rule of Three" colour plannings. Notice how you can check each colour in definite meaning and relationship to each other colour.

1. Floor—Burgundy.

Curtains, upholstery—Mushroom pink. Cushions, lamp bases, accessories—Egg shell blue.

2. Floor—Hyacinth blue.

Curtains, upholstery—Smoky mauve. Cushions, lamp bases, accessories—Chartreuse.

Wall to wall floor covering answers the demand for a gracious and dignified background for all that is finest in interior decoration.

Small rooms appear larger; the line of a chair, the fall of a curtain, all look better against the unbroken harmony of a wall-to-wall covered room.

easy. Your taste is unhampered by the restrictions imposed by ordinary floor coverings, such as a limited colour range, or bold, many-hued patterns which create almost insurmountable difficulties in achieving color harmonies. Feltex, in addition to its decorative value, is durable, soft and silent under foot, and expresses a dignity and modernity achieved by no other floor covering.



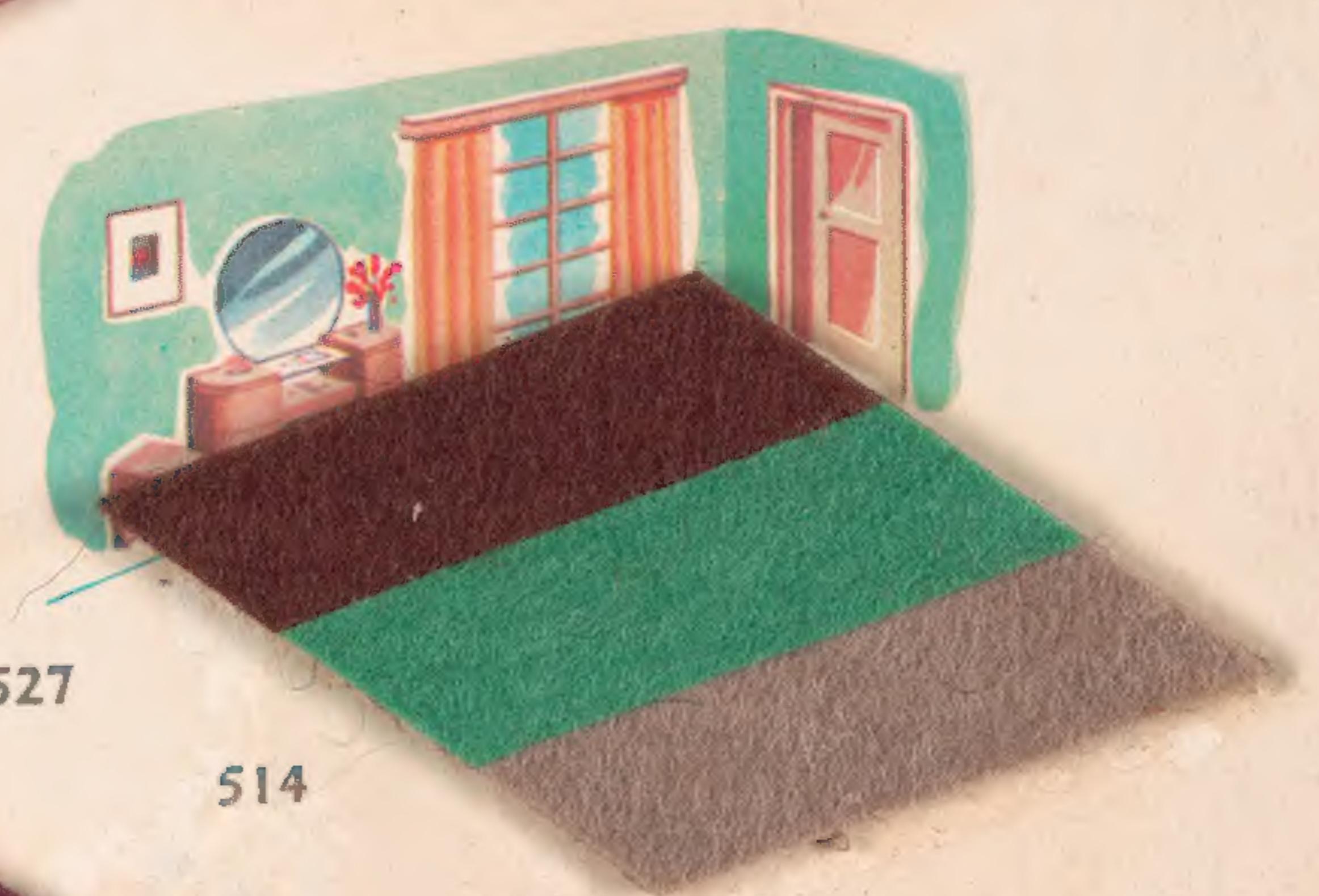
COLOUR HARMONY WITH FELTEX



500 } Walls are peach with light and dark blue accents,
513 } and brown furniture. The harmonious Feltex
512 } shades are blue, mushroom or clover.



503 } Walls are light blue, principal colour accents
499 } burgundy and dusty pink, indicating the choice
531 } of mushroom, blue or burgundy Feltex.



527 } Feltex of nigger, jade or oatmeal, with walls of
514 } duck-egg green, bronze hangings and buff furni-
504 } ture, make an artistic combination.

PLAIN FELTEX IS 50 INCHES WIDE: MARBLED FELTEX 72 INCHES—



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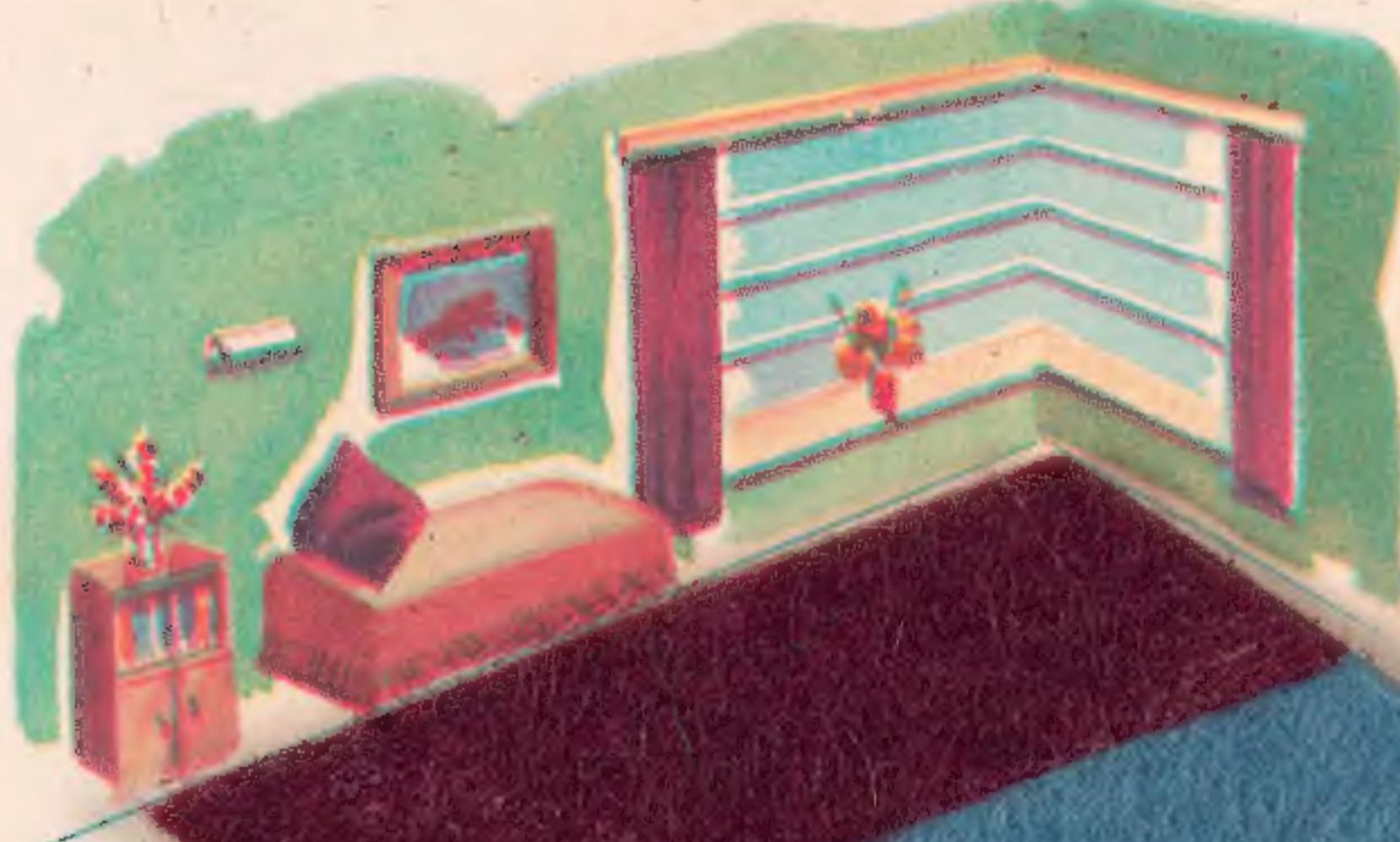
491 } Everything tones in—apricot walls, gay, colourful chintz, soft furnishings, and fawn, green, or tan Feltex.
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532 } Burgundy, blue and fawn Feltex all match very
507 } successfully with the pale green walls and the
508 } accenting colours of burgundy and buff.

534 } Here is an atmosphere of great charm—Terra-
515 } cotta, green or fawn Feltex, mushroom walls,
510 } with green curtains and white fireplace as the
main accents.

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— THIS EXTRA WIDTH MEANS WALL-TO-WALL ECONOMY

COLOUR HARMONY WITH FELTEX (continued)



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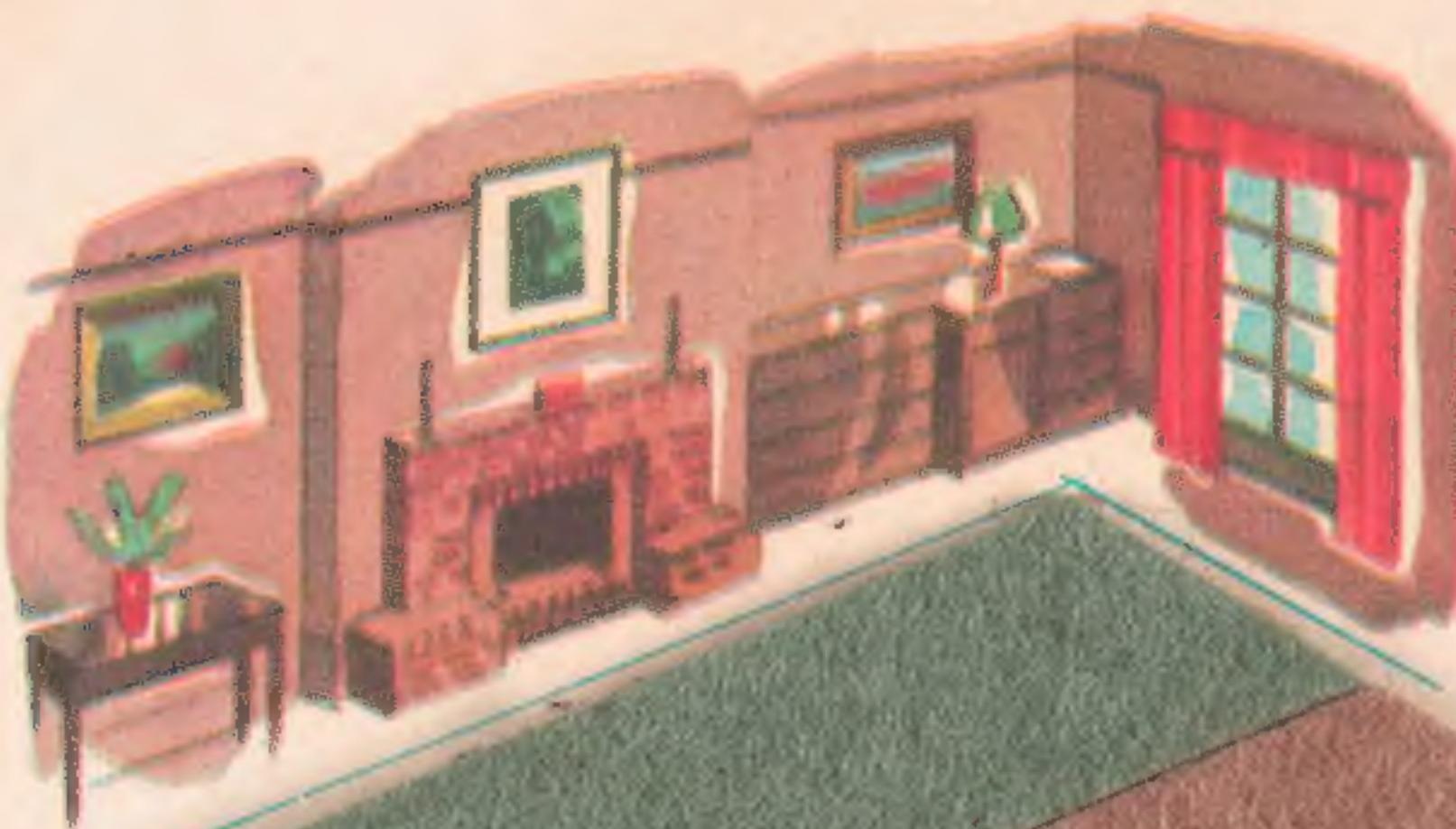
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541 } Grey, rose and blue Feltex all combine beautifully with pale blue walls, coral hangings and dove-coloured furniture.

522 } These two shades of blue, as well as fawn Feltex suggest apricot walls with flame colour and white to add the final touches.

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511 } Another room with mushroom walls, this time accented with cherry and jade, and most happy with the green, honey o. cherry Feltex.



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FELTEX IS MADE WITH AUSTRALIAN WOOL

— AND NOW, WITH
MARBLED FELTEX



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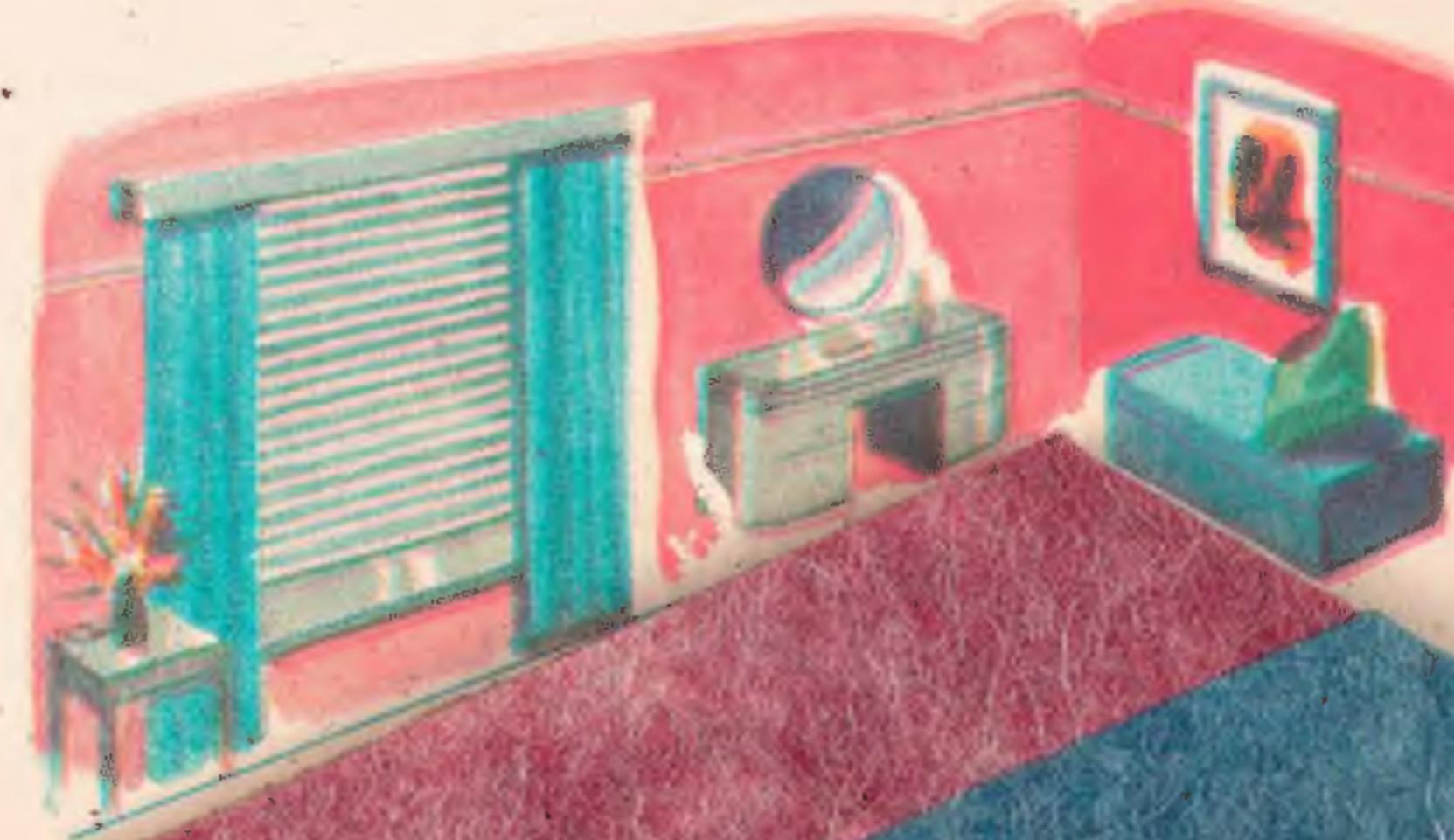
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706 } Green, rust or nigger marbled Feltex is the basis
702 } of this attractive room with its rust walls and
711 } green curtains and window seat.

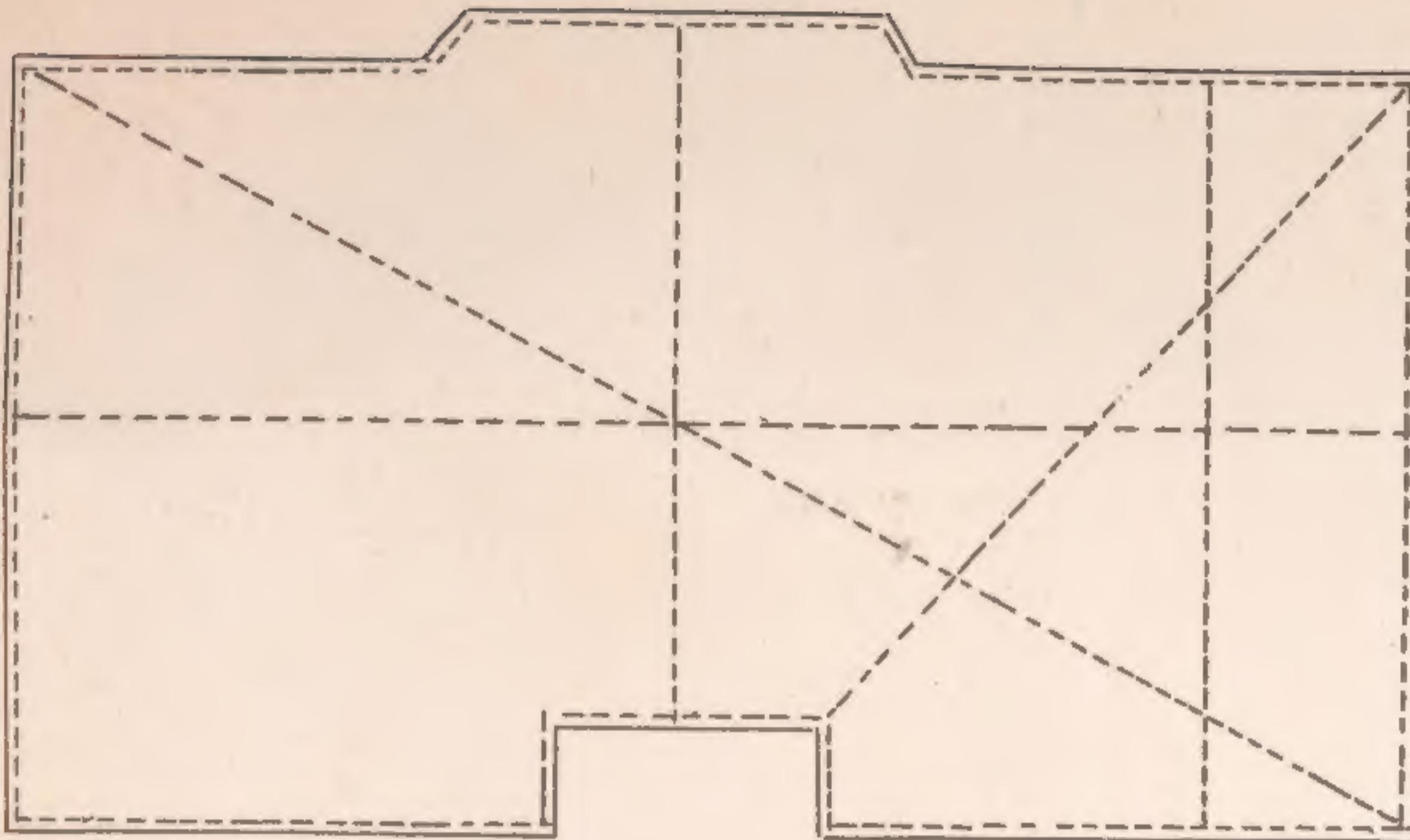
712 } Certainly distinctive is this combination of violet,
703 } green or mushroom marbled Feltex with violet
704 } walls, and the prominent green and daffodil
colour notes.

710 } Cheerful comfort is suggested by rose, blue or
705 } burgundy marbled Feltex when walls are rose.
701 } accented with grey and blue.

This Number has been
temporarily withdrawn
from stock.

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AND REMEMBER IS MOTHER PROOF FORTIFIED



HAVING decided on the colour scheme and selected the Feltex that tones with it, any good furnishing store will supply, fit and lay Feltex on your floors.

If it is necessary to lay Feltex yourself, the plan on left will be a guide to ensure correct measurements being forwarded to your furnishing supplier.

Cross measurements, in addition to length and width of room, as shown by dotted lines on plan are essential to obtain correct fitting.

TABLE SHOWING MATERIAL REQUIRED

The following are measurements of average size rooms and the quantities shown under the headings of "Feltex" and "Underfelt" denote the yardage necessary to make a close-fitting covering for floors.

SIZE	PLAIN FELT & LUXFLOR	MARBLED FELTEX	UNDERFELT
12' x 10'	10½ yds.	7 yds.	6½ yds.
12' x 12'	12½ "	8½ "	8 "
13'6" x 12'	13¾ "	9½ "	9 "
15' x 12'	15¼ "	10½ "	10 "
17' x 14'	20½ "	14½ "	14 "
20' x 16'	27 "	18½ "	18 "

The difference in yardage required by 72" FELTEX and Underfelt is accounted for by the fact that provision for turnunder has to be made for FELTEX, but Underfelt is cut neat.

Feltex Dual Cleaner

Ordinary household stains are easily removed from Feltex by the use of Feltex Dual Cleaner. Booklet with hints on cleaning obtainable on application to your furnishing store or post free from Head Office, Felt & Textiles of Aust. Ltd., Box 4281 Y, G.P.O., Sydney; Feltex Information Bureau, Australia Arcade, Melbourne; or 85 Rundle St., Adelaide. Vacuum cleaners, carpet sweepers and stiff brooms are NOT injurious to Feltex.

EVERY ENDEAVOUR IS MADE BY THE MANUFACTURERS TO PRODUCE
FELTEX SHADES AS NEAR AS POSSIBLE TO THOSE SHOWN IN
THIS PATTERN CARD, BUT OWING TO THE VARIATION IN DYE
STUFFS (WHICH UNDER PRESENT CONDITIONS IS UNAVOIDABLE)
NO RESPONSIBILITY CAN BE TAKEN BY FELT & TEXTILES OF
AUSTRALIA LTD. FOR DELIVERIES WHICH ARE NOT A TRUE
MATCH TO THESE PATTERNS

LUXFLOR

"The Patterned FELTEX Floor Covering"

Owing to the impracticability of portraying the actual designs of Luxflor in miniature patterns, they cannot be included in this range.

LUXFLOR IS 50 INCHES WIDE
